

WXIX

ORDERFlight Dates **09/05/12-09/10/12**Contract / Revision **816552 /**Original Date / Revision
09/04/12 09/04/12Advertiser **Brown, S (D)/US Senate**Agency **Shorr & Associates**

Buying Contact

1831 Chestnut Street
Suite 602
Philadelphia, PA 19103Primary Account Executive
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Product**SHERROD BROWN**

Agency Com 15%

Billing Contact1831 Chestnut Street
Suite 602
Philadelphia, PA 19103Sales Office T-DCSales Region NationalAgency RefOrder Sep 00:00:00Estimate #Alt Order # **06303566**Billing Type CashOrder Type PoliticalBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A35+Rev Codes Agency Political Pol-CandicProduct Codes PL610, PL, PL820Priority P 3Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
EXIX	%	
WBQC	%	
WCET	%	
WCPO	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	17	\$9,690.00	\$11,400.00	0.00	08/27/12	09/10/12	17	\$9,690.00	\$11,400.00
Totals	17	\$9,690.00	\$11,400.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WXIX	09/05/12	09/07/12	News @ 7a News @ 7am	Comm	7a-9a	-- WTF--	:30	3	\$400.00	P 3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/03/12	09/09/12	-- WTF--		3		\$400.00		0.00					
E 2	WXIX	09/05/12	09/07/12	News @ 6a News @ 6am	Comm	6a-7a (6:30 AM-7:00 AM)	-- WTF--	:30	3	\$400.00	P 3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/03/12	09/09/12	-- WTF--		3		\$400.00		0.00					
E 3	WXIX	09/06/12	09/06/12	News @ 5a News @ 5a	Comm	5a-6a	--- 1---	:30	1	\$200.00	P 3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/03/12	09/09/12	--- 1---		1		\$200.00		0.00					



Contract / Revision **816552** Flight Dates **09/05/12-09/10/12**

Hiatus Dates

Original Date / Revision 09/04/12/ 09/04/12

Order Sep 00:00:00

Advertiser **Brown, S (D)/US Senate** Product **SHERROD BROWN**

Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WXIX	09/05/12	09/07/12	Late News M-F Late News M-F	Comm	10-11P	-- WTF- -	:30	6	\$1,000.00	P 3	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-- WTF- -	6		\$1,000.00		0.00						
E 5	WXIX	09/10/12	09/10/12	News @ 7a News @ 7am	Comm	7a-9a	1- - - - -	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	1- - - - -	1		\$400.00		0.00						
E 6	WXIX	09/10/12	09/10/12	News @ 6a News @ 6am	Comm	6a-7a (6:30 AM-7:00 AM)	1- - - - -	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	1- - - - -	1		\$400.00		0.00						
E 7	WXIX	09/10/12	09/10/12	Late News M-F Late News M-F	Comm	10-11P	2- - - - -	:30	2	\$1,000.00	P 3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2- - - - -	2		\$1,000.00		0.00						
														Totals	17 \$11,400.00